I claim:

1.   A method of encouraging customer patronage at multiple associated business locations comprising:

providing an adornment receiving article to a patron;

providing distinctive adornments to the patron at different business locations wherein the adornments are attachable to the article.

2.   The method of claim 1 including the step of providing purchase information on one of the adornments or the article.

3.   The method of claim 2 including the step of reading the purchase information at successive business locations.

4.   The method of claim 3 including the step of sharing the purchase information that has been read with other business locations.

5.   The method of claim 3 including the step of analyzing customer behaviors using the purchase information read from one of said adornments and said article.

6.   The method of claim 1 including the step of encouraging the patron to accumulate a plurality of adornments for an article thereby creating a commemorative article.

7.   The method of claim 6 including the step of providing purchase information on one of the adornments or the article.

8.   The method of claim 7 including the step of reading the purchase information at successive business locations.

9.   The method of claim 8 including the step of sharing the purchase information that has been read with other business locations.

10.   The method of claim 8 including the step of analyzing customer behaviors using the purchase information read from one of said adornments and said article.

11.   The method of claim 1 including the step of displaying the purchase information on the adornments in an inconspicuous manner.

12.   The method of claim 11 in which the purchase information provided on the adornments is one or more of the patron's name, purchase time, purchase location, and item purchased.

13.   The method of claim 11 wherein the purchase information on each adornment is provided in machine readable form and the said reading step further includes the step of machine reading the purchase information and electronically recording the purchase information.

14.   The method of claim 13 wherein the machine reading is accomplished using an optical scanner.

15.   The method of claim 13 including the step of providing a computer network linking the computers at the different business locations so that the purchase information can be more efficiently shared.

16.   The method of claim 13 including the step of providing a website on the internet which receives the purchase information from different business locations and then can be simultaneously shared by the different business locations and its customers.

17.   The method of claim 11 wherein the reading step includes the step of manually recording the purchasing information from the adornments.

18.   The method of claim 1 including the step of providing geographically significant indicia on each adornment.

19.   The method of claim 18 including the step of linking the geographically significant indicia with the location at which it was obtained.

20.   The method of claim 19 including the step of encouraging the patron to visit multiple business locations to obtain adornments causing the attachment of adornments from different business locations to commemorate that patron's travel.

21.   The method of claim 1 including the step of providing indicia on the article and each particular adornment relating to a particular event.

22.   The method of claim 21 in which the particular event has sub-events and each adornment displays indicia of a particular sub-event.

23.   A method of encouraging customer patronage at multiple associated business locations comprising:

providing an adornment receiving article to the patron;

providing distinctively commemorative adornments to patrons at different business locations contingent on the purchase of a particular product or service the adornments capable of being attached to the article;

providing information on an adornment;

reading the adornment information at successive business locations patronized; and

analyzing patron behaviors using the adornment information.